

1993 CONSUMER MAGAZINE
ISSUE AND CLOSING DATE REPORT
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2071250539

August 7, 1992

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RE: PHILIP MORRIS U.S.A.
1993 FRANCHISE POSITION & CLOSING DATE REQUEST

Dear

As you may now know, Kathleen McArthur has moved to Benson & Hedges, while I have taken her place on Philip Morris magazines.

As a first order of business, please supply the 1993 Philip Morris franchise positions as well as closing date information for franchise, run-of-book positions, regional editions and inserts.

For your convenience, two forms are enclosed to be completed and returned to me (please see attached). This includes as follows:

- A. Philip Morris franchise positions in chronological order from start of contract.
 - Please direct your response to Leo Burnett and send a copy of the franchise positions to:

Mrs. Karen Marryshow
Media Analyst
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017
 - Please copy your magazine's New York representative on the 1992 franchise positions and ask that they confirm them in a letter to Karen Marryshow of Philip Morris.
 - Please respond by August 21, 1992.
- B. Issue and closing date information:
 - Please complete all information with exact dates taking into consideration weekends, holidays, etc.
 - Please respond by August 21, 1992.

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August 7, 1992

Page 2

We appreciate your help in this matter and look forward to working with you.

Please call if you have any questions.

Sincerely,

LEO BURNETT U.S.A.

Inga Lambert
Media Buyer/Planner

/ar
Attachments
monthly.

cc: D. Cimine, R. Schneider, P. LaRusso, E. Ostern, K. Galeotti,
K. Marshall - PM

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